



## PROMOTIONAL PLANNING

### AUDIENCE

- What is the age group range?
- Where do they go?
- What do they read?
- What are their preferred communication channels?
- What do they do in their free time?
- What are their biggest painpoints?
- How does this audience feel connected with this group?
- How do we characterize this group?
- How do they characterize themselves?
- Who are the Influencers to this audience?

### GOAL/PURPOSE

- Information delivery
- Sign up for an event
- Brand awareness
- Helpful resources in their hands
- Invitation to visit
- Boast web traffic
- Boast social traffic

### MESSAGE

- What is the #1 message I want them to hear?
- How can I make it compelling?
- How can I communicate this message in the most concise way?
- How can I communicate in the clearest way possible?
- What information is useless and not needed?
- What do you want your audience to know?
- What do you want them to feel?
- What do you want them to do?
- Why is this message important to this audience?

### CALL TO ACTION

- What is the key decision the audience needs to make?
- What would be the logical next step?
- Where would this audience mostly take the next step?
- How do I inspire the audience to take action?
- Use strong action words?

**Ecommerce:** Buy, Shop, Order, Reserve, View  
**Non-profit:** Donate, Volunteer, Give, Support  
**Newsletter:** Join, Sign Up, Try Now, Get Started  
**General:** Learn More, Get Started, Start, Find Out, Continue

- Potential Actions:  
click on the ad | go to the registration page | view more info  
on your website | add the item to the cart | download an article  
watch a video

### AUDIENCE NOTES

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### PURPOSE NOTES

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### MESSAGE NOTES

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### CTA NOTES

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### WEBSITE

- Header banner: 1240 x 550 [can vary per app]
- Website builder: Name [example: Wordpress]  
Credentials> User:                      Pass:
- Graphic application: Name [ex. Canva]
- Headline copy: 3-6 words
- Subhead copy:
- Body copy:
- Photograph storage location:
- Stock photograph: [Unsplash.com](https://unsplash.com), [stock.adobe.com](https://stock.adobe.com)
- Brand Fonts:
- Brand Colors:

### DIGITAL SLIDE

- Standard PPT slide: 1920 x 1080
- Graphic application: Name [ex. Photoshop]
- Fonts for use:
- Colors for use:

### LETTER

- Written content
- Address list
- Letterhead

### PRINT:

- Postcard-Standards – 6x4, 7x5, 9x6, 11x6
- Print supplier - Name [ex. [Gotprint.com](https://gotprint.com), [4over.com](https://4over.com)]
- Business Card size invite: 3.5" x 2"
- Poster: 8.5" x 11" • 11" x 17" • 4.25" x 11"

### EMAIL

- Audience: Generate Email List: Name
- Subject line:
- Topic of content:
- Email Header Graphic: Create in App Name  
1240 x 550 [can vary per app]
- Email builder app: name

### SOCIAL MEDIA

#### FACEBOOK:

- Profile photo – **170x170 px**
- Cover photo – **800x462 px**
- Stories – **1080x1920 px**
- Standard post – **1200x630 px**

#### INSTAGRAM

- Landscape – **1080x566 px**
- Square – **1080x1080 px**
- Reel video/Stories – **1080x1920 px**
- Thumbnail – **161x161 px**

#### TWITTER

- Profile – **400x400 px**
- In-stream – **1600x900 px**
- Header – **1500x500 px**
- Single/multi-image – **600x335 px**
- Ads: Carousels/website card – **800x800 px**  
**800x418 px**

#### LINKED-IN

- Profile image – **400x400 px**
- Blog link images – **1200x627 px**
- Page cover image – **1128x191 px**
- Ads: Sponsored content images – **1200x627 px**  
Sponsored carousel images – **1080x1080 px**  
Spotlight ads – **100x100 px**

#### YOU TUBE

- Profile photo – **800x800 px**
- Banners – **2048x1152 px**
- Video – **1280x720 px**
- Thumbnail – **1280x720 px**